

Abstract**INFORMATION SYSTEM**

- 5 The present invention provides a system comprising means that is arranged to be user actuatable for generating an e-tag and defining a location condition and/or an event condition and a beneficiary, means that is arranged to be responsive to said e-tag to alert said beneficiary of said e-tag at said defined location and/or when the event condition is fulfilled.
- 10 The term e-tag covers any and all forms of electronic messages, notes and reminders. An e-tag may be a text, audio or imaged based.

- 15 An advantage of the present invention is that it allows an end-user using his mobile phone or PC to set up an e-tag so that it alerts the user to carry out a particular task or action at a given location or in response to a particular event. This is in contrast to prior art messaging or reminder arrangements in which an end-user would generate a reminder using for example his mobile phone so that it signals an alarm at a pre-determined time.